

INVOICE



WFSB
 333 Capital Blvd
 Rocky Hill, CT 06067
 Main: (860)728-3333
 Billing: (404)325-4646

Invoice #	Invoice Date	Invoice Month	Invoice Period
488949-1	08/19/12	August 2012	07/30/12 - 08/14/12
Station	Account Executive	Sales Office	Sales Region
WFSB	Heather Uttley	HRP-WASHING	National

Billing Address:

Strategic Media Placement
 Attention: Accounts Payable
 7669 Stagers Loop
 Delaware, OH 43015

Advertiser	Product	Estimate Number
Lisa Wilson Foley	LISA FOLEY US HOUSE	2597

Flight Dates	Order #	Alt Order #
08/12/12 - 08/14/12	488949	06271842

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Send Payment To:

WFSB
 BOX 13034
 Newark, NJ 07188-0034

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	08/13/12	08/14/12	Eyewitness News	5am - 5:30am	MT-----	:30	2	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 MT----- 2 \$450.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WFSB M 08/13/12 5:08 AM Eyewitness News 5am - 5:30am :30 TVPRILWF12TH \$450.00 NM 2 WFSB Tu 08/14/12 4:59 AM Eyewitness News 5am - 5:30am :30 TVPRILWF12TH \$450.00 NM									
2	08/13/12	08/14/12	Eyewitness News	5:30a - 6am	MT-----	:30	2	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 MT----- 2 \$600.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 2 WFSB M 08/13/12 5:44 AM Eyewitness News 5:30a - 6am :30 TVPRILWF12LH \$600.00 NM 1 WFSB Tu 08/14/12 5:48 AM Eyewitness News 5:30a - 6am :30 TVPRILWF12LH \$600.00 NM									
3	08/13/12	08/13/12	Eyewitness News	6am - 6:30am	1-----	:30	1	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 1----- 1 \$900.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WFSB M 08/13/12 6:00 AM Eyewitness News 6am - 6:30am :30 TVPRILWF12TH \$900.00 NM									
4	08/13/12	08/13/12	Eyewitness News	6:30am - 7am	1-----	:30	1	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 1----- 1 \$900.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WFSB M 08/13/12 6:44 AM Eyewitness News 6:30am - 7am :30 TVPRILWF12LH \$900.00 NM									
5	08/13/12	08/13/12	CBS: THE EARLY SHOW	7am - 9am	1-----	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 1----- 1 \$200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WFSB M 08/13/12 8:12 AM CBS: THE EARLY SHOW 7am - 9am :30 TVPRILWF12TH \$200.00 NM									
6	08/12/12	08/12/12	Eyewitness News Week	6am - 7am	-----2	:30	2	\$125.00	NM

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Invoice #	Invoice Date	Invoice Month	Invoice Period
488949-1	08/19/12	August 2012	07/30/12 - 08/14/12

Advertiser	Product	Estimate Number
Lisa Wilson Foley	LISA FOLEY US HOUSE	2597

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	08/12/12	08/12/12	Eyewitness News Weekend	6am - 7am	-----2	:30	2	\$125.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 -----2 2 \$125.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Su 08/12/12 6:12 AM Eyewitness News Weekend 6am - 7am :30 TVPRILWF12LH \$125.00 NM 2 WFSB Su 08/12/12 6:52 AM Eyewitness News Weekend 6am - 7am :30 TVPRILWF12TH \$125.00 NM									
7	08/12/12	08/12/12	7a-9a Sun Eyewitness Ne	7am-9am	-----1	:30	1	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 -----1 1 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Su 08/12/12 7:10 AM 7a-9a Sun Eyewitness News 7am-9am :30 TVPRILWF12LH \$450.00 NM									
8	08/12/12	08/12/12	CBS Sunday Morning	9:00am - 10:30am	-----1	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 -----1 1 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Su 08/12/12 9:53 AM CBS Sunday Morning 9:00am - 10:30am :30 TVPRILWF12TH \$800.00 NM									
9	08/12/12	08/12/12	Face the Nation/ Face the	10:30am - 11:30am	-----1	:30	1	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 -----1 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Su 08/12/12 Face the Nation/ Face the State 10:30am - 11:30am :00 \$350.00 NM See MG 9.2 2 WFSB Tu 08/14/12 12:10 PM Eyewitness News 12pm - 12:30PM :30 TVPRILWF12TH \$850.00 NM MG for 10.1,9.1									
10	08/13/12	08/13/12	11a-12p Price is Right	11am - 12pm	1-----	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 1----- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 08/13/12 11a-12p Price is Right 11am - 12pm :00 \$500.00 NM See MG 9.2									
11	08/13/12	08/13/12	Eyewitness News	12pm - 12:30PM	1-----	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 1----- 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 08/13/12 12:21 PM Eyewitness News 12pm - 12:30PM :30 TVPRILWF12LH \$600.00 NM									
12	08/13/12	08/13/12	Eyewitness News	5pm - 5:30pm	1-----	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 1----- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 08/13/12 5:20 PM Eyewitness News 5pm - 5:30pm :30 TVPRILWF12TH \$1,500.00 NM									
13	08/13/12	08/13/12	Eyewitness News	5:30pm - 6pm	1-----	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 1----- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									

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Advertiser	Product	Estimate Number
Lisa Wilson Foley	LISA FOLEY US HOUSE	2597

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																			
13	08/13/12	08/13/12	Eyewitness News	5:30pm - 6pm	1-----	:30	1	\$1,500.00	NM																																																																			
<table><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WFSB</td><td>M</td><td>08/13/12</td><td>5:55 PM</td><td>Eyewitness News</td><td>5:30pm - 6pm</td><td>:30</td><td>TVPRILWF12LH</td><td>\$1,500.00</td><td>NM</td></tr></table>										Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WFSB	M	08/13/12	5:55 PM	Eyewitness News	5:30pm - 6pm	:30	TVPRILWF12LH	\$1,500.00	NM																																													
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																		
1	WFSB	M	08/13/12	5:55 PM	Eyewitness News	5:30pm - 6pm	:30	TVPRILWF12LH	\$1,500.00	NM																																																																		
14	08/13/12	08/13/12	Eyewitness News	6pm - 6:30pm	1-----	:30	1	\$2,100.00	NM																																																																			
<table><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>08/13/12</td><td>08/19/12</td><td>1-----</td><td>1</td><td>\$2,100.00</td></tr><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WFSB</td><td>M</td><td>08/13/12</td><td>6:23 PM</td><td>Eyewitness News</td><td>6pm - 6:30pm</td><td>:30</td><td>TVPRILWF12TH</td><td>\$2,100.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		08/13/12	08/19/12	1-----	1	\$2,100.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WFSB	M	08/13/12	6:23 PM	Eyewitness News	6pm - 6:30pm	:30	TVPRILWF12TH	\$2,100.00	NM																																	
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																																							
	08/13/12	08/19/12	1-----	1	\$2,100.00																																																																							
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																		
1	WFSB	M	08/13/12	6:23 PM	Eyewitness News	6pm - 6:30pm	:30	TVPRILWF12TH	\$2,100.00	NM																																																																		
15	08/12/12	08/12/12	Su Late News	11PM - 1135PM	-----1	:30	1	\$1,200.00	NM																																																																			
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Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																																							
	08/06/12	08/12/12	-----1	1	\$1,200.00																																																																							
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1	WFSB	Su	08/12/12	11:49 PM	Su Late News	11PM - 1135PM	:30	TVPRILWF12LH	\$1,200.00	NM																																																																		
16	08/13/12	08/13/12	Eyewitness News	11PM - 11:35PM	1-----	:30	1	\$1,200.00	NM																																																																			
<table><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>08/13/12</td><td>08/19/12</td><td>1-----</td><td>1</td><td>\$1,200.00</td></tr><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WFSB</td><td>M</td><td>08/13/12</td><td>11:34 PM</td><td>Eyewitness News</td><td>11PM - 11:35PM</td><td>:30</td><td>TVPRILWF12LH</td><td>\$1,200.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		08/13/12	08/19/12	1-----	1	\$1,200.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WFSB	M	08/13/12	11:34 PM	Eyewitness News	11PM - 11:35PM	:30	TVPRILWF12LH	\$1,200.00	NM																																	
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																																							
	08/13/12	08/19/12	1-----	1	\$1,200.00																																																																							
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1	WFSB	M	08/13/12	11:34 PM	Eyewitness News	11PM - 11:35PM	:30	TVPRILWF12LH	\$1,200.00	NM																																																																		
17	08/12/12	08/12/12	PGA Championship	11-8p	-----4	:30	4	\$250.00	NM																																																																			
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3	WFSB	Su	08/12/12	3:24 PM	PGA Championship	11-8p	:30	TVPRILWF12LH	\$250.00	NM																																																																		
4	WFSB	Su	08/12/12	4:23 PM	PGA Championship	11-8p	:30	TVPRILWF12TH	\$250.00	NM																																																																		
2	WFSB	Su	08/12/12	5:14 PM	PGA Championship	11-8p	:30	TVPRILWF12LH	\$250.00	NM																																																																		
1	WFSB	Su	08/12/12	7:13 PM	PGA Championship	11-8p	:30	TVPRILWF12TH	\$250.00	NM																																																																		
Total Spots							22																																																																					

Payment Terms Net 30 Days

<u>Gross Total</u>	\$15,550.00
<u>Agency Commission</u>	\$2,332.50
<u>Net Amount Due</u>	\$13,217.50

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